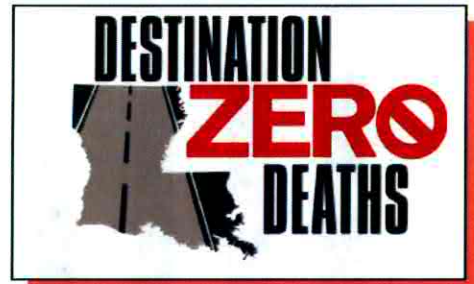


Louisiana Strategic Highway Safety Plan

VISION AND MISSION

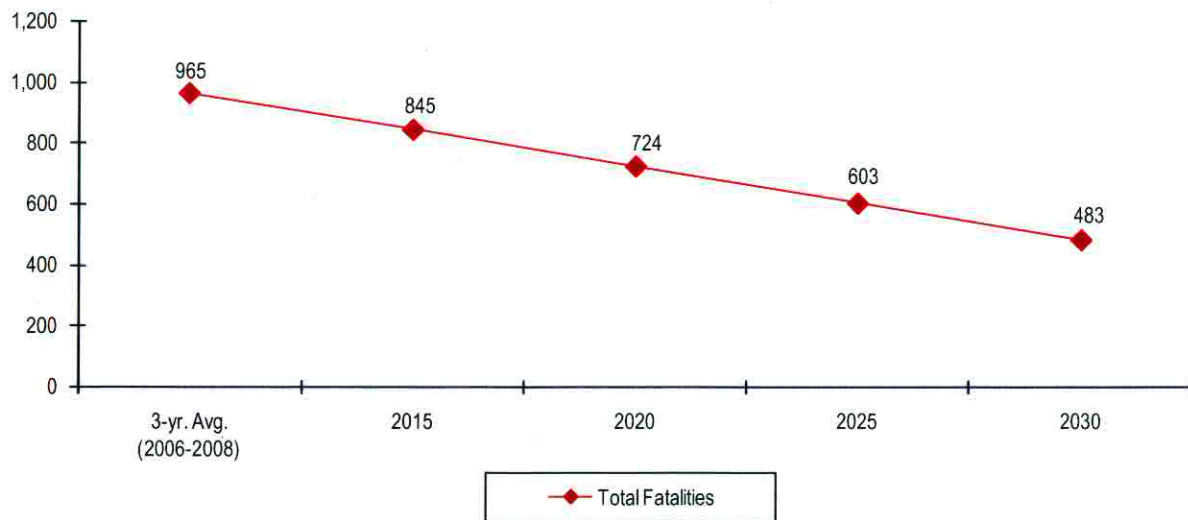
The vision of the Louisiana Strategic Highway Safety Plan (SHSP) is to reach **Destination Zero Deaths** on Louisiana roadways. The mission of the SHSP is to **reduce the human and economic toll on Louisiana's surface transportation system due to traffic crashes through widespread collaboration and an integrated 4E approach.**



GOAL

The Department of Transportation and Development (DOTD), the Louisiana Highway Safety Commission (LHSC), and the Louisiana State Police (LSP) have embraced the American Association of State Highway and Transportation Officials (AASHTO) goal to **reduce fatalities by half by the year 2030**. The updated SHSP goal uses a baseline average of 2006-2008 data to establish benchmarks for achieving the goal (Figure 1). For example, the goal for 2015 is to reduce fatalities to no more than 845.

Figure 1 Benchmarks for a 50 Percent Reduction in Fatalities by 2030



PROBLEM IDENTIFICATION AND EMPHASIS AREA SELECTION

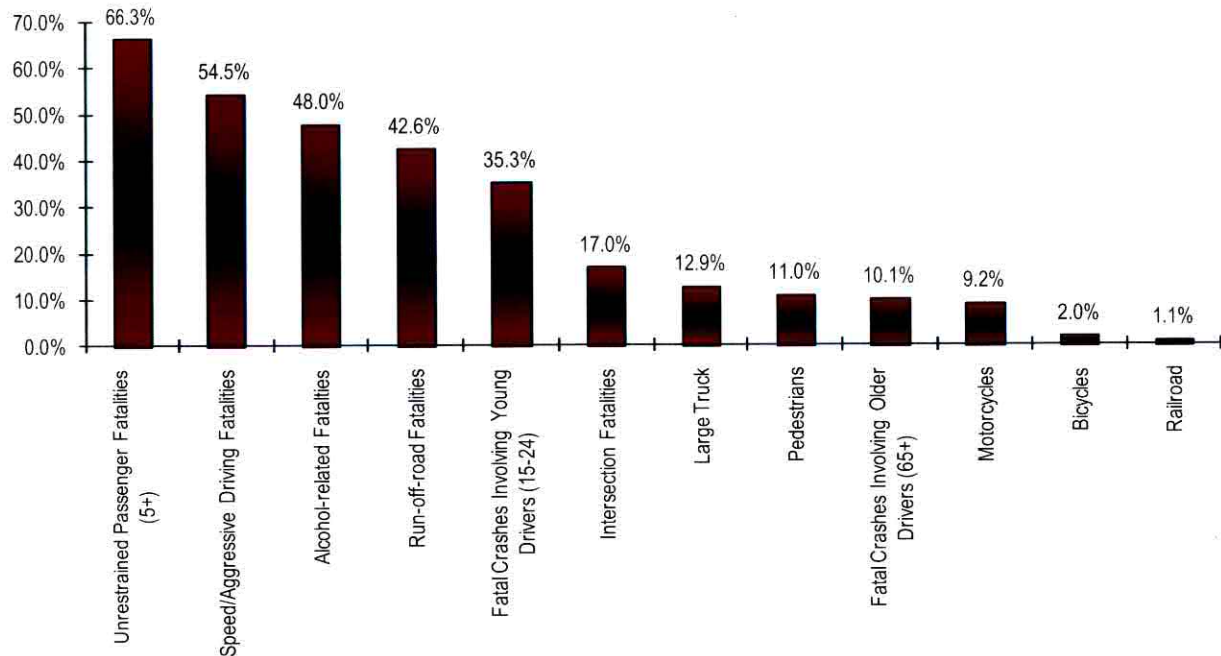
Establishing the Emphasis Areas for the updated Louisiana SHSP required several considerations:

- Are the data available to clearly define the size of the problem and identify the contributing crash factors;
- Which programs and projects hold the greatest potential for reducing fatalities and serious injuries; and
- Does the State have access to the resources for implementing proven effective countermeasures?



Figure 2 shows the leading factors contributing to fatalities include failure to buckle up, speeding and aggressive driving, alcohol-related driving, run-off-road crashes, crashes involving young drivers, and intersection crashes. Most crashes involve more than a single factor. For example, a fatally injured driver could be driving impaired, speeding, and not wearing a safety belt.

Figure 2 Fatal Crash Characteristics as Percent of Total Fatalities
2006-2008 Average



Source: Louisiana FARS.

Based on analysis of the data and other considerations, DOTD, LHSC, and the LSP recommended adoption of four emphasis areas for focusing attention, energy, and resources.

Two significant problem areas not included as emphasis areas are speeding/aggressive driving and distracted/inattentive driving. These areas will be addressed by task forces over the coming months to determine 1) appropriate methods for analyzing the data to develop a clear picture of the problem and 2) effective countermeasures.

The basic performance measure used to track progress toward reaching the goal is the annual number of motor vehicle-related fatalities. Performance measures for each emphasis area also will be tracked using the same metric. Number of serious injuries will also be added as performance measures in future progress evaluations.

Louisiana SHSP Emphasis Areas

Alcohol-Related Driving
Occupant Protection
Infrastructure and Operations
Crashes Involving Young Drivers

SHSP EMPHASIS AREAS

Alcohol-Related Driving

Louisiana exceeded the national average for the percent of alcohol-related fatal crashes from 2006 through 2008. Table 1 shows almost half of all fatal crashes in Louisiana are alcohol-related (48 percent in 2008).

Table 1 Alcohol-Related Fatal Crash Statistics
2006 to 2008

Year	Total Fatal Crashes	Alcohol-Related Fatal Crashes	Alcohol-Related Fatal Crashes as Percent of All Fatal Crashes
2006	890	409	46%
2007	900	439	49%
2008	821	398	48%

Goal

The goal for the Alcohol-related Driving Emphasis Area team is to reduce alcohol-related fatalities 50 percent by 2030.

Performance Measure

- The proportion of alcohol-related fatalities compared to all fatalities.

What are we doing now?

- Developing an electronic DWI/DUI arrest report to reduce the time needed to process DWI arrests.
- Increasing the number of DWI courts and providing coordinator support.
- Conducting impaired driving outreach and education through grammar, middle, and high schools, colleges, and corporate and community forums.
- Planning, marketing, conducting, and evaluating training programs for prosecutors and judges.
- Conducting U Drink. U Drive. U Walk workshops.
- Implementing a collegiate substance use program which provides professional development and training for the State, community, and institutions of higher education.
- Supporting DWI overtime enforcement for both local and state law enforcement.
- Developing and implementing a marketing plan to support the impaired driving media and enforcement campaign.
- Identifying Law Enforcement Liaison (LEL) positions in each of the LSP Troop Commands. The LELs support the objectives of the NHTSA/LHSC impaired driving mobilizations and campaigns and other NHTSA/LHSC traffic safety programs.
- Supporting specific law enforcement training courses, such Mobile Video Course(s), SFST Instructor Development, Radar Instructor Development, and DRE Instructor training.
- Gathering and evaluating DWI, occupant protection, speed, and other enforcement and public information and education (PI&E) statistics.

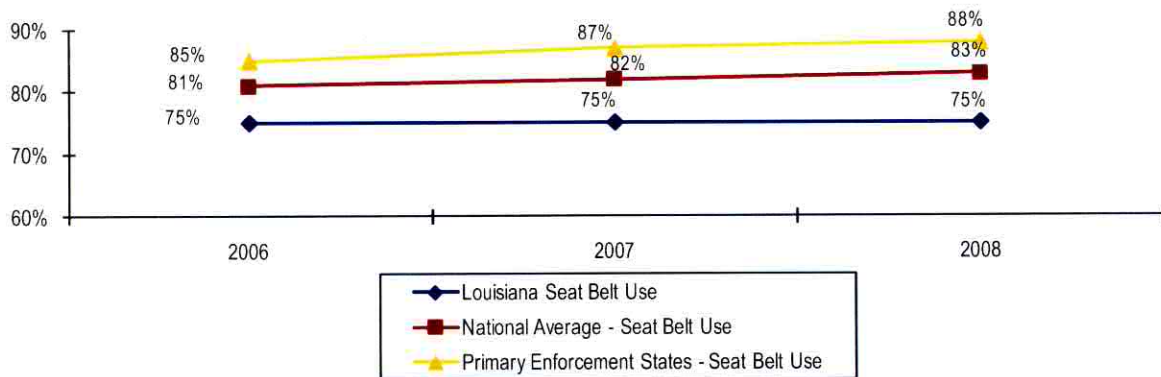
What are our future plans?

- Conducting judicial education and outreach.
- Implementing recommendations from the LHSC alcohol assessment.
- Passing laws to prohibit youth under age 21 from entering bars; allow for zebra tags, i.e., tag identification for convicted offenders; and prohibit drive through daiquiri stores.
- Committing more resources to public information and enforcement campaigns.

Occupant Protection

Louisiana has enacted primary enforcement legislation, which allows police officers to stop and ticket a driver if they observe a safety belt violation. The law applies to all vehicle occupants. Louisiana's safety belt use falls below the average for primary enforcement states as well as the national average for all states (Figure 3). From 2006 to 2008, the safety belt use national average and primary enforcement state average increased each year, while Louisiana remained unchanged.

Figure 3 Observed Safety belt Use
2006 to 2008



Goal

The goal for the Occupant Protection Emphasis Area team is to increase the statewide safety belt use rate and decrease unbelted fatalities 50 percent by 2030.

Performance Measures

- Annual safety belt use rate.
- The proportion of unrestrained occupant fatalities compared to all fatalities.

What are we doing now?

- Providing buckle up signs for roadways and business properties.
- Focusing on increasing teen safety belt use.
- Conducting child passenger safety (CPS) courses, CPS technician training, and conducting child safety seat check up events.
- Conducting observational surveys to determine adult safety belt, CPS, and motorcycle helmet use in Louisiana and attitudinal surveys to assess attitudes, knowledge, and media campaign awareness of multiple safety issues.
- Conducting adult, teen, and child occupant protection overtime enforcement and public information and education.
- Identifying LEL positions in each of the LSP Troop Commands.
- Implementing a marketing plan in support of the occupant protection media and enforcement campaign.

What are our future plans?

- Encouraging safety belt checkpoints.
- Shifting focus to nighttime safety belt enforcement.
- Focusing SHSP and other web sites on the safety belt issue.
- Committing more resources to public information and enforcement campaigns.

- Developing a coordinated communication and outreach program to increase occupant protection use, including conducting outreach focused on populations with lower than average use rates; developing teen PSA peer-to-peer seat belt program; focusing occupant protection information to low literacy populations; educating children early and more often about proper restraint use; and reaching out to non-traditional partners.
- Reinvigorating or create safety belt coalitions and recruit champions.
- Mapping where and when safety belt use rates and unbelted fatalities and injuries are high and share the information with stakeholders.

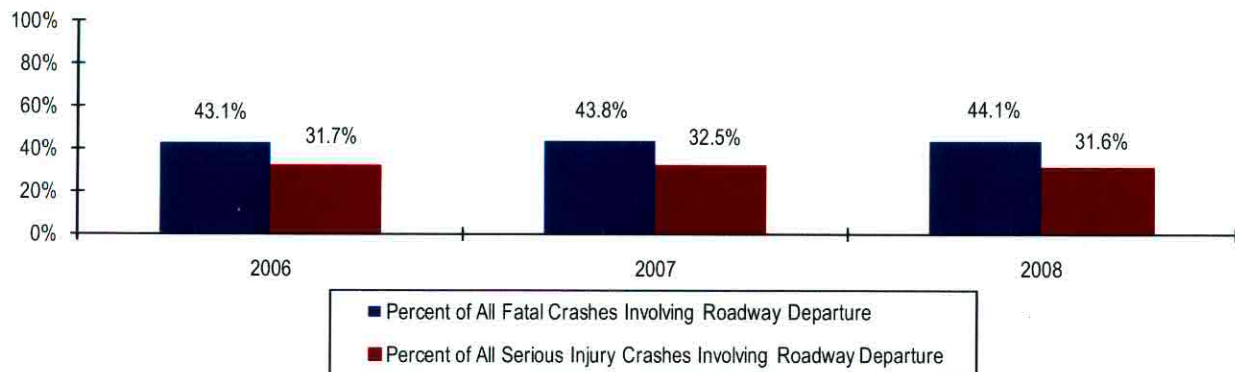
Infrastructure and Operations

Louisiana experiences a high incidence of run-off-road crashes and crashes at intersections. The Infrastructure and Operations emphasis area addresses both of these issues.

Run-off-Road

Roadway departure crashes involve running off the road and crossing the median into oncoming traffic. These crashes constitute a significant problem in Louisiana because 44 percent of all fatal crashes and nearly one-third of serious injury crashes involve leaving the roadway (Figure 4).

Figure 4 Percent of All Fatal Crashes and Serious Injury Crashes Involving Roadway Departure
2006 to 2008



Intersections

Intersections have a high crash potential given the many conflict points between vehicles and other road users, such as pedestrians and bicyclists. Table 2 shows intersections accounted for 16.9 percent of all fatal crashes and 38.8 percent of all serious injury crashes in Louisiana in 2008. Comparing intersection-related crashes to roadway departure crashes, intersection crashes tend to be less deadly, primarily due to the lower speeds.

Table 2 Intersection-Related Crash Trends
2006 to 2008

Year	Fatalities	Fatal Crashes	Percent of All Fatal Crashes	Serious Injury Crashes	Percent of All Serious Injury Crashes	Fatal and Serious Injury Crashes	Percent of All Fatal and Serious Injury Crashes
2006	162	149	16.7%	4,735	40.7%	4,884	39.0%
2007	176	162	18.0%	4,761	39.7%	4,923	38.2%
2008	153	139	16.9%	4,552	38.8%	4,691	37.4%

Goals

The goals for the Infrastructure and Operations Emphasis Area team are to reduce run-off-road and intersection fatalities 50 percent by 2030.

Performance Measures

- The proportion of run-off-road-related fatalities compared to all fatalities.
- The proportion of intersection-related fatalities compared to all fatalities.

What are we doing now?

- Migrating from black spot location treatments to a systematic approach for improving the safety of the State's highway infrastructure.
- Implementing an Intersection Safety Implementation Plan.
- Developing a Roadway Departure Action Plan with systematic low-cost safety countermeasures.
- Expanding intersection and roadway departure plans to include the local road system.
- Working with the metropolitan planning organizations (MPO) to integrate a safety planning program into their Transportation Improvement Programs (TIP).
- Developing special details and installation guidance for centerline and edge line rumble strips and a statewide pilot program to install centerline rumble strips on rural two lane highways.
- Conducting pilot projects to help form policy regarding the use of the safety edge.
- Making enhancements at signalized intersections to improve pedestrian safety.
- Evaluating the effectiveness of red light cameras in use by Louisiana municipalities.
- Requiring safety studies as part of all pavement preservation projects.
- Resolving data discrepancy issues, creating enhancements, and making data accessibility improvements.
- Sponsoring safety training for numerous safety practitioners, including engineers, law enforcement, highway safety coordinators, and the private sector.
- Supporting Safe Routes to School, bicycle, and pedestrian safety.

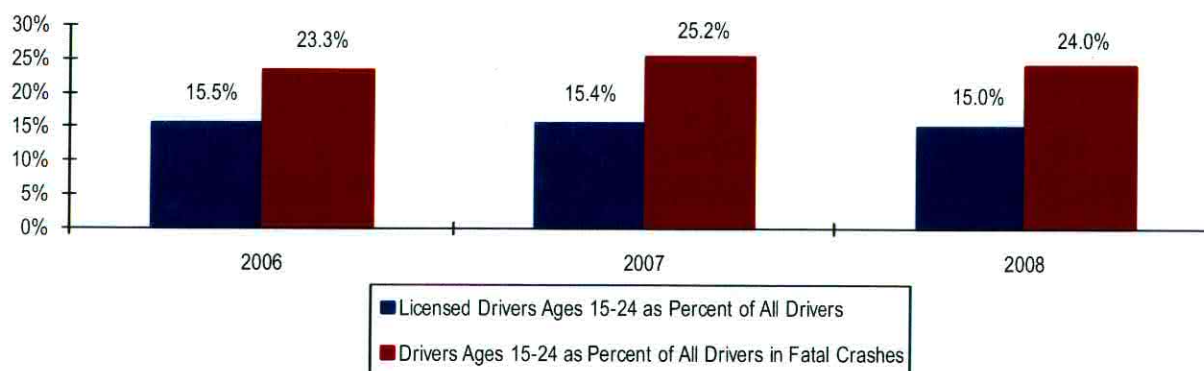
What are our future plans?

- Coordinating placement of rumble strips with the state bike plan.
- Working with MPOs to include safety set asides in their TIPs.
- Increasing the use of Road Safety Assessments at state and local levels.
- Emphasizing low cost safety improvements to streamline the approval process.
- Developing a statewide enforcement policy and guidelines for electronic speed and red lighting running camera implementation and enforcement.
- Implementing access management rules and best practices.
- Implementing a regional approach to infrastructure safety improvements.

Crashes Involving Young Drivers

Like most states, Louisiana's young drivers are overrepresented in fatal crashes. From 2006 to 2008, drivers age 15 to 24 comprised 15.3 percent of all licensed drivers in Louisiana yet 24.2 percent of fatal crashes involved drivers from this age group. Figure 5 illustrates this breakdown for 2006 to 2008.

Figure 5 Percent of Young Driver (Age 15 to 24) Licensure and Fatal Crash Involvement
2006 to 2008



Goal

The goal for the Young Drivers Emphasis Area team will be to reduce fatalities involving young drivers 50 percent by 2030.

Performance Measures

- The proportion of young driver fatalities compared to all fatalities.

What are we doing now?

- Implementing the Underage Alcohol Purchase Prevention Enforcement Program.
- Supporting the Cops in Shops program.
- Increasing teen safety belt use.
- Supporting safe community programs, including: working with existing coalitions to coordinate the Safe Community membership; developing a Safe Community Action Plan; implementing programs to address traffic safety issues; supporting the National NHTSA Campaigns -- Click It or Ticket and Drunk Driving. Over the Limit. Under Arrest; conducting an annual youth conference; and developing an Annual Evaluation Report that documents and evaluates the Safe Community Task Force activities.
- Conducting law enforcement outreach at community events.

What are our future plans?

- Conducting a peer-to-peer outreach/public information and education campaign.
- Developing a strategy to improve content, delivery, and evaluation of the driver education curriculum including: developing a monitoring mechanism for driver education schools and instructors; reviewing and improving driver education program overall, i.e., instructors, curriculum, schools; including information on impaired driving, occupant protection, speeding and distracted driving in driver's education curriculum; and passing a law to include passenger restrictions in GDL and other proven-effective elements.
- Reviewing the GDL and make tougher penalties for law violations.
- Committing more resources to public information and enforcement campaigns.

SHSP IMPLEMENTATION AND EVALUATION

The updated Louisiana SHSP will be implemented via a three-tiered organizational structure to ensure statewide and regional safety objectives are met (Figure 6). The project management team of the DOTD, LHSC, and LSP are primarily responsible for developing the SHSP update and implementing the plan. They will need assistance to implement strategies at the state, regional, and local levels.

The SHSP Stakeholder Committee will work with the project management team to develop and implement action plans for each of the SHSP strategies. Action plans will outline the appropriate steps, assign responsibility, and suggest a timeline for implementation. These plans will become addenda to the updated SHSP.

The project management team will work with Regional Highway Safety Coalitions to identify local safety needs related to the SHSP emphasis areas, assist with development of regional safety action plans, and provide technical and administrative support to facilitate implementation of the regional plans.

The project management team will assume responsibility for tracking overall SHSP strategy implementation via the OnTrack tool and conducting regular data analyses to determine if these actions are having the desired result of decreasing fatalities and serious injuries on Louisiana roadways. Process performance measures also will be tracked, such as the number of countermeasures underway, completed, or not started. As with any plan, leadership is the key element to successful implementation. The LDOTD will reach out to numerous highway safety partners to identify practitioners who can help lead the state and regional initiatives.

Figure 6 Louisiana SHSP Three-Tiered Implementation Approach

